CONTRACT

Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

Shorr, Johnson, Magnus
1831 Chestnut St.
Suite 602
Philadelphia, PA 19103

Contract / Revision: 353249 /		Alt Order #: 06848808
Product: **Tammy Baldwin**		
Contract Dates: **09/04/12 - 09/10/12**	Estimate #:	
Advertiser: **Baldwin/D/US Senate**		Original Date / Revision: 08/30/12 / 08/30/12
Billing Cycle: EOM/EOC	Billing Calendar: Broadcast	Cash/Trade: Cash
Station: **WTMJ**	Account Executive: Anjanette Brady	Sales Office: Petry-Philadelph
Special Handling:		
Demographic: Households		
IDB#:	Advertiser Code: TBFS	Product Code:
Agency Ref:	Advertiser Ref:	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	09/04/12	09/06/12	Live at Daybreak-Early	5a-6a		:30			NM	3	$600.00
Week:		09/03/12	09/09/12	-TWT---	3		$200.00					
N 2	WTMJ	09/07/12	09/07/12	Live at Daybreak-Early	5a-6a		:30			NM	1	$350.00
Week:		09/03/12	09/09/12	----F--	1		$350.00					
N 3	WTMJ	09/10/12	09/10/12	Live at Daybreak-Early	5a-6a		:30			NM	1	$350.00
Week:		09/10/12	09/16/12	M------	1		$350.00					
N 4	WTMJ	09/04/12	09/06/12	Live at Daybreak	6a-7a		:30			NM	3	$1,800.00
Week:		09/03/12	09/09/12	-TWT---	3		$600.00					
N 5	WTMJ	09/07/12	09/07/12	Live at Daybreak	6a-7a		:30			NM	1	$650.00
Week:		09/03/12	09/09/12	----F--	1		$650.00					
N 6	WTMJ	09/10/12	09/10/12	Live at Daybreak	6a-7a		:30			NM	1	$650.00
Week:		09/10/12	09/16/12	M------	1		$650.00					
N 7	WTMJ	09/04/12	09/06/12	Today Show M-F	7a-9a		:30			NM	3	$1,500.00
Week:		09/03/12	09/09/12	-TWT---	3		$500.00					
N 8	WTMJ	09/07/12	09/07/12	Today Show M-F	7a-9a		:30			NM	1	$600.00
Week:		09/03/12	09/09/12	----F--	1		$600.00					
N 9	WTMJ	09/10/12	09/10/12	Today Show M-F	7a-9a		:30			NM	1	$600.00
Week:		09/10/12	09/16/12	M------	1		$600.00					
N 10	WTMJ	09/04/12	09/06/12	Noon News Rotation	12n-1p		:30			NM	3	$750.00
Week:		09/03/12	09/09/12	-TWT---	3		$250.00					
N 11	WTMJ	09/07/12	09/07/12	Noon News Rotation	12n-1p		:30			NM	1	$325.00
Week:		09/03/12	09/09/12	----F--	1		$325.00					

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
353249 /	06848808

Contract Dates	Product	Estimate #
09/04/12 - 09/10/12	Tammy Baldwin	

Advertiser	Original Date / Revision
Baldwin/D/US Senate	08/30/12 / 08/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 12	WTMJ	09/10/12	09/10/12	Noon News Rotation	12n-1p		:30			NM	1	$325.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	M------	1	$325.00						
N 13	WTMJ	09/04/12	09/06/12	Live at 4:30 News	430p-5p		:30			NM	3	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/03/12	09/09/12	-TWT---	3	$300.00						
N 14	WTMJ	09/04/12	09/06/12	Live at 4:00 News	4p-430p		:30			NM	3	$750.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/03/12	09/09/12	-TWT---	3	$250.00						
N 15	WTMJ	09/08/12	09/08/12	Live at 5 Saturday	5p-530p		:30			NM	1	$450.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/03/12	09/09/12	-----S-	1	$450.00						
N 16	WTMJ	09/04/12	09/06/12	Live at 5 News	5p-530p		:30			NM	3	$1,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/03/12	09/09/12	-TWT---	3	$600.00						
N 17	WTMJ	09/07/12	09/07/12	Live at 4:30 News	430p-5p		:30			NM	1	$450.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/03/12	09/09/12	----F--	1	$450.00						
N 18	WTMJ	09/10/12	09/10/12	Live at 4:30 News	430p-5p		:30			NM	1	$450.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	M------	1	$450.00						
N 19	WTMJ	09/09/12	09/09/12	Live at 5 Sunday	5p-530p		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/03/12	09/09/12	------S	1	$500.00						
N 20	WTMJ	09/07/12	09/07/12	Live at 5 News	5p-530p		:30			NM	1	$700.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/03/12	09/09/12	----F--	1	$700.00						
N 21	WTMJ	09/10/12	09/10/12	Live at 5 News	5p-530p		:30			NM	1	$700.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	M------	1	$700.00						
N 22	WTMJ	09/07/12	09/07/12	Live at 4:00 News	4p-430p		:30			NM	1	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/03/12	09/09/12	----F--	1	$400.00						
N 23	WTMJ	09/10/12	09/10/12	Live at 4:00 News	4p-430p		:30			NM	1	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	M------	1	$400.00						
N 24	WTMJ	09/04/12	09/06/12	Live at 6 News	6-630p		:30			NM	3	$1,950.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/03/12	09/09/12	-TWT---	3	$650.00						
N 25	WTMJ	09/07/12	09/07/12	Live at 6 News	6-630p		:30			NM	1	$750.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/03/12	09/09/12	----F--	1	$750.00						
N 26	WTMJ	09/10/12	09/10/12	Live at 6 News	6-630p		:30			NM	1	$750.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	M------	1	$750.00						
N 27	WTMJ	09/04/12	09/06/12	Access Hollywood	630p-7p		:30			NM	3	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/03/12	09/09/12	-TWT---	3	$300.00						
N 28	WTMJ	09/07/12	09/07/12	Access Hollywood	630p-7p		:30			NM	1	$500.00

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Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays ----F--	Spots/Week 1	Rate $500.00						
N 29	WTMJ	09/10/12	09/10/12	Access Hollywood	630p-7p		:30			NM	1	$500.00
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays M------	Spots/Week 1	Rate $500.00						
N 30	WTMJ	09/04/12	09/06/12	Tonight Show	1035p-1137p		:30			NM	3	$1,650.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays -TWT---	Spots/Week 3	Rate $550.00						
N 31	WTMJ	09/07/12	09/07/12	Tonight Show	1035p-1137p		:30			NM	1	$650.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays ----F--	Spots/Week 1	Rate $650.00						
N 32	WTMJ	09/10/12	09/10/12	Tonight Show	1035p-1137p		:30			NM	1	$650.00
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays M------	Spots/Week 1	Rate $650.00						
N 33	WTMJ	09/09/12	09/09/12	Today Show Sunday	7a-8a		:30			NM	1	$400.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays ------S	Spots/Week 1	Rate $400.00						
N 34	WTMJ	09/08/12	09/08/12	Today Show Saturday	6a-8a		:30			NM	2	$700.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays -----S-	Spots/Week 2	Rate $350.00						
N 35	WTMJ	09/09/12	09/09/12	Live at Daybreak-Sun. 8a-9a	8am-9am		:30			NM	1	$400.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays ------S	Spots/Week 1	Rate $400.00						
								Totals			56	$25,800.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/10/12	56	$25,800.00	$21,930.00
Totals	56	$25,800.00	$21,930.00

Signature: _____ **Date:** _____

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